



Workshop on Fourth Joint Consumer Action Plan for Statewide Marketing, Education and Outreach A.12-08-007



January 9, 2020

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Agenda for Year 4 JCAP

9:30 - 9:45 AM: Introduction and Agenda | CPUC

9:45 - 10:15 AM: Look Back – JCAP Year 3 | DDB

10:15 - 11:45 AM: JCAP Year 4 | DDB

Year 4 Goals and Priorities, Messaging, Pledge, Channel Approaches

11:45 - 12:45 PM: Lunch Break

12:45 - 1:15 PM: Evaluation Presentation | Opinion Dynamics

1:15 - 2:00 PM: ESA | All Parties

2:00 - 2:30 PM: Approach to Small Business in Year 4 | All Parties

2:30 - 2:45 PM: Break

2:45 - 4:45 PM: Prioritization of topics | All Parties

4:45 - 5:00 PM: Next Steps and JCAP Timeline | DDB



Policy Directing Program and JCAP

Decision 16-03-029 (March 2016)

- Initiates RFP process for Energy Upgrade California for years 2017-2019 with potential for extension through 2021 (OP 1).
- Proposed by a stakeholder- Joint Consumer Action Plan- annual review of year's priorities with stakeholders.

Decision 16-09-020 (Sept 2016)

- Host collaborative, record based process for JCAP (OP 12).
 - High priority topics include goals and objectives, target audiences, high level approaches and strategies, metrics, and implementation roles and responsibilities for each strategy.
- Approves implementer following RFP process (OP1).



Policy Directing Evaluation and Renewed Implementer Contract

Decision 19-01-005 (Jan 2019)

- “Commission staff shall manage a process for initiating, scoping, and overseeing an Evaluation, Measurement and Verification study of the Energy Upgrade California energy efficiency program. Stakeholders shall have input into the evaluation’s scope of work through the Project Coordination Group process led by ED staff (OP 3).”
- Renews implementer contract for October 2019- December 31, 2021 (OP 1)



Legislative Directive on Reaching Small Business Customers

AB 2831 (September 2018), 323.5 (a)(2)(c)

- The commission, in consultation with the Office of Small Business Advocate within the Governor's Office of Business and Economic Development, shall ensure that adequate marketing, education, and outreach are undertaken that is directed at small business customers to enable small business customers to fully participate in ratepayer-funded demand-side energy management programs, including programs that provide financial incentives, rebates, technical assistance, and support pursuant to Sections 454.54 and 454.55.



Y4 JCAP Timeline

- January 9 - JCAP workshop
- February 6 - JCAP draft to CPUC
- February 21 - JCAP CPUC feedback to implementer
- February 28 - JCAP draft due to stakeholders
- March 13 - Stakeholder feedback due
- March 27 - JCAP Y4 filed with ED as Tier 1 advice letter



Y4 JCAP Statewide ME&O

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